

## ORDER



WAVY

**Orders**  
**Order / Rev:** 219010  
**Alt Order #:**  
**Product Desc:** 11/1-11/6 RNC  
**Estimate:** 3545  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** National Media  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Republican National Committee  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN7625  
**Agency External ID:** IN302/SP102/SP1137/AL1713/MO2553

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	16	\$87,200.00	\$74,120.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	16	\$87,200.00	\$74,120.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$87,200.00</b>	<b>\$74,120.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/05/12	11/05/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
N 2	WAVY	11/02/12	11/02/12	WAVY 6AM News	CM	6a-7a	----F--	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
N 3	WAVY	11/05/12	11/05/12	Today Show M-F	CM	7a-9a	M-----	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$6,000.00		0.00			
N 4	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News 10 Sa 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,000.00		0.00			
N 5	WAVY	11/03/12	11/03/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				Notre Dame Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,500.00		0.00			
N 6	WAVY	11/02/12	11/02/12	M-F 4-5p	CM	4p-5p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			

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Advertiser: POL/Republican National Committee  
 Product Desc: 11/1-11/6 RNC  
 Estimate: 3545

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	11/05/12	11/05/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M-----	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
N 8	WAVY	11/02/12	11/02/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	----F--	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$5,000.00		0.00			
N 9	WAVY	11/02/12	11/02/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	----F--	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
N 10	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			
N 11	WAVY	11/03/12	11/03/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00			
N 12	WAVY	11/04/12	11/04/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$3,500.00	P1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$3,500.00		0.00			
N 13	WAVY	11/04/12	11/04/12	NFL Football NFL Football	CM	NFL Football	-----S	:30	1	\$30,000.00	P1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$30,000.00		0.00			
N 14	WAVY	11/05/12	11/05/12	LN M-F M-F News 10 @11	CM	11p-1130p	M-----	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$6,000.00		0.00			
N 15	WAVY	11/04/12	11/04/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$6,000.00		0.00			
N 16	WAVY	11/04/12	11/04/12	Su 1a-2a Su 1-2a	CM	1a-2a	-----S	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$200.00		0.00			
Totals													16	\$87,200.00	